AMENDMENTS IN THE CLAIMS

1.   (currently amended)   A method of providing electronic business cards via a cellular phone, comprising:

storing data of said business card as an electronic image in non-volatile storage;

connecting a call between said cellular phone and a recipient cellular phone; and

transmitting an electronic representation of said business card from said cellular phone to said recipient cellular phone during said call, wherein said electronic image of said business card is displayed on said recipient cell phone and wherein said transmitting step includes:

initiating said transmitting step in response to a receipt of a request for said business card from the recipient cellular phone;

selecting a menu function for transmitting said business card;

when said card is stored at said network database, uploading said electronic image of said card to said cellular phone;

when a default business card has been identified by the user, transmitting said default business card to the recipient cellular telephone unless said user specifically selects a different one of multiple stored business cards to transmit; and

when a tracking feature has been selected by said user, maintaining a record of each recipient of said business card.

2.   (original)   The method of Claim 1, further comprising:

entering said data utilizing a keypad of said cellular phone and selectable menu items on said cellular phone; and

selecting a layout of said data for viewable presentation as said business card, wherein a first layout scales said business card to fit in a display screen of said cellular telephone.

3.   (original)   The method of Claim 1, wherein said storing step comprises storing said data in non-volatile storage of said cellular phone, wherein said data includes at least one or more of a name, a business name, a phone number, an address, an email address, and a web address.

4.   (original)   The method of Claim 1, wherein said storing step comprises:

storing said electronic image in a network database accessible to said cellular phone via a cellular network;

retaining only relevant identifying data of said business card within a directory list of said cellular phone; and

enabling upload of said electronic image to said cellular phone responsive to a selection of said relevant identifying data at said cellular phone, wherein said electronic image is displayed when said identifying data is selected by a user of said cellular phone.

5.   (currently amended)   ~~The~~ A method of ~~Claim 1, further~~ providing electronic business cards via a cellular phone comprising:

storing data of said business card as an electronic image in non-volatile storage;

connecting a call between said cellular phone and a recipient cellular phone; and

transmitting an electronic representation of said business card from said cellular phone to said recipient cellular phone during said call, wherein said electronic image of said business card is displayed on said recipient cell phone;

enabling voice activation of a call to a business contact by a user voicing "call" while said electronic image of said business card is being displayed; and

enabling voice activation of a transmission of a business card by a user voicing "send" while said electronic image of said business card is being displayed.

6.   (original)   The method of Claim 1, further comprising:

identifying a default business card among multiple business cards stored by said cellular phone, wherein a general selection of a business card on which to execute functions automatically selects said default business card.

7.   (canceled)

8.   (currently amended)   The method of Claim [[7]] 1, wherein:

said storing step includes arranging said business card among other stored business cards in an order based on user selected criteria for storing said business cards; and

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said selecting step further selects said business card from a plurality of available business cards stored in said non-volatile memory.

9.   (original)   The method of Claim 8, further comprising:

establishing a call between said cellular phone and a second cellular phone; and

receiving business card data from said second cellular phone;

outputting a signal to alert the user of the receipt of said business card data;

displaying an electronic image of said business card; and

enabling said user to store said business card for future access, wherein relevant communication data is stored in a format that enables said user to later initiate a call and send an email without physically entering the telephone number or email address of the contact identified by said business card.

10.   (currently amended)   A cellular telephone comprising:

a processor and associated non-volatile memory;

a display device; and

program code executed by said processor, comprising code for:

storing business card information as an electronic image in said associated non-volatile memory; and

transmitting an electronic representation of said business card information from said cellular phone to said recipient cellular phone responsive to a user selection of a business card transmit menu function during a call to the recipient cellular phone, wherein said electronic image of said business card is displayed on said recipient cell phone;

enabling voice activation of a call to a business contact by a user voicing "call" while said electronic image of said business card is being displayed; and

enabling voice activation of a transmission of a business card by a user voicing "send" while said electronic image of said business card is being displayed.

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11.   (original)   The cellular telephone of Claim 10, further comprising program code for:

enabling and displaying a plurality of menu functions for (1) input of said business card information, (2) storing said business card information, and (3) subsequent transmission and manipulation of said business card information.

12.   (original)   The cellular telephone of Claim 11, wherein said program code for inputting business card information includes code for:

prompting a user for said business card information responsive to a selection of a menu function for entry of said business card information; and

displaying said business card information in a business card format on said display device.

13.   (original)   The cellular telephone of Claim 12, wherein said transmitting program code includes code for:

initiating said transmitting step in response to a receipt of a request for said business card from the recipient cellular phone;

selecting a menu function for transmitting said business card;

when said card is stored at said network database, uploading said electronic image of said card to said cellular phone; and

when a default business card has been identified by the user, transmitting said default business card to the recipient cellular telephone unless said user specifically selects a different one of multiple stored business cards to transmit;

when a tracking feature has been selected by said user, maintaining a record of each recipient of said business card.

14.   (original)   The cellular telephone of Claim 12, wherein said displaying program code includes code for scaling said business card information to fit within said display device prior displaying said business card.

15.   (canceled)

16.   (currently amended)   The cellular telephone of Claim [[15]] 10, further comprising
program code for:

establishing a call between said cellular phone and a second cellular phone; and

receiving business card data from said second cellular phone;

outputting a signal to alert the user of the receipt of said business card data;

displaying an electronic image of said business card; and

enabling said user to store said business card for future access, wherein relevant
communication data is stored in a format that enables said user to later initiate a call and send an
email without physically entering the telephone number or email address of the contact identified
by said business card.

17.   (original)   The cellular telephone of Claim 13, wherein:

said storing step includes arranging said business card among other stored business cards
in an order based on user selected criteria for storing said business cards; and

said selecting step further selects said business card from a plurality of available business
cards stored in said non-volatile memory.

18.   (original)   The cellular phone of Claim 17, further comprising program code for:

sorting said business card among a plurality of business cards stored in said non-volatile
storage according to user-selected sorting criteria;

outputting an alert signal when said business card information is received from said
cellular network; and

identifying a default business card among multiple business cards stored by said cellular
phone, wherein a general selection of a business card on which to execute functions
automatically selects said default business card.

19.   (original)   The cellular phone of Claim 16, further comprising program code for:

linking a stored phone number to a visual display of said business card; and

automatically dialing the phone number of a business card that is being displayed on said
cellular phone in response to a user selection of a talk function of said cellular phone, while said
business card image is being displayed.

20.   (original)   The cellular phone of Claim 19, further comprising program code and logic for:

linking a stored email address to a visual display of said business card;

automatically creating an email shell for transmission of an email to an email address on a business card currently being displayed on said cellular phone in response to a user selection of an email function of said cellular phone; and

transmitting said email to a recipient identified by said business card being displayed.

21.   (original)   The cellular phone of Claim 20, further comprising program code for:

storing said electronic image of said business card in a mailbox located at a network database accessible to said cellular phone via a cellular network;

storing a contact link of said business card data in non-volatile memory of said cellular phone, wherein selection of said contact link dynamically links said cellular phone to said mailbox and uploads said business card data into said cellular phone;

retaining only relevant identifying data of said business card within a directory list of said cellular phone; and

enabling upload of said electronic image to said cellular phone responsive to a selection of said relevant identifying data at said cellular phone, wherein said electronic image is displayed when said identifying data is selected by a user of said cellular phone.

22.   (currently amended)   A cellular phone system that enables transmission of electronic business cards, comprising:

a network for connecting wireless calls and transmitting data from one cellular phone unit to another;

a recipient's cellular phone, capable of receiving calls and data from said network; and

a sender's cellular phone that includes program code for storing and transmitting business card data via said network to said recipient's cellular phone, wherein said program code transmits said business card data responsive to a user selecting a transmit function on said sender's cellular phone during a call to said recipient's cellular phone; said program code further comprising code for:

storing data of said business card as an electronic image in non-volatile storage;

connecting a call between said cellular phone and a recipient cellular phone; and

transmitting an electronic representation of said business card from said cellular phone to said recipient cellular phone during said call, wherein said electronic image of said business card is displayed on said recipient cell phone;

wherein both said recipient's and sender's cellular phone further comprises program code for:

linking a corresponding telephone number to a display of said business card;

automatically dialing a telephone number on a displayed business card in response to user-selection of a talk connection feature while said business card is being displayed;

enabling voice activation of a call to a business contact by a user voicing "call" while said electronic image of said business card is being displayed; and

enabling voice activation of a transmission of a business card by a user voicing "send" while said electronic image of said business card is being displayed.

23.   (original)   The cellular phone system of Claim 22, wherein said storing program code further comprising code for selecting a layout of said data for viewable presentation as said business card, wherein a first layout scales said business card to fit in a display screen of said cellular telephone.

24.   (original)   The cellular phone system of Claim 23, wherein said sender's cellular phone further includes program code for displaying selectable menu items for entering data of said business card via a keypad of said sender's cellular phone, wherein said data includes at least one or more of a name, a business name, a phone number, an address, an email address, and a web address.

25.   (original)   The cellular phone system of Claim 24, wherein said sender's cellular phone further comprises program code for:

sorting a business card from among various other business cards within said non-volatile storage in an order based on a user selected criteria for storing said business cards; and

selecting a default business card from among multiple business cards stored by said cellular phone, wherein a general selection of a business card on which to execute functions automatically selects said default business card.

26.   (original)   The cellular phone system of Claim 25, wherein:
said recipient's cellular phone further comprises program code for:
      receiving said business card;
      displaying said business card;
      outputting a signal to alert the user of the receipt of said business card data;
      displaying an electronic image of said business card; and
      enabling said user to store said business card for future access, wherein relevant communication data is stored in a format that enables said user to later initiate a call and send an email without physically entering the telephone number or email address of the contact identified by said business card.

27.   (original)   The cellular phone system of Claim 26, wherein said program code further comprising code for:
      storing said electronic image in a network database accessible to said cellular phone via a cellular network;
      retaining only relevant identifying data of said business card within a directory list of said cellular phone; and
      enabling upload of said electronic image to said cellular phone responsive to a selection of said relevant identifying data at said cellular phone, wherein said electronic image is displayed when said identifying data is selected by a user of said cellular phone.

28.   (canceled)

29.   (currently amended)   The cellular phone system of Claim [[28]] 22, wherein both said recipient's and sender's cellular phone further comprises program code for:
      linking an email address to a display of said business card;

automatically opening an email message to an email address on a displayed business card in response to user-selection of an email connection feature.

30.   (currently amended)   The cellular phone system of Claims 27, wherein said sender's cellular phones further comprises program code for:

initiating said transmitting step in response to a receipt of a request for said business card from the recipient cellular phone;

selecting a menu function for transmitting said business card;

when said card is stored at said network database, uploading said electronic image of said card to said cellular phone; and

when a default business card has been identified by the user, transmitting said default business card to the recipient cellular telephone unless said user specifically selects a different one of multiple stored business cards to transmit; and

when a tracking feature has been selected by said user, maintaining a record of each recipient of said business card.